

**E85 Coalition Steering Committee Meeting**  
**February 16th, 2006 @ OEMC - 225 E. 16th Ave., Ste 650, Denver**  
**10am - 11:30am**

**Attendees:**

Ed Lewis, Senior Deputy Director, OEMC  
Rob Pearson, Program Manager, OEMC  
Megan Castle, Communications, OEMC  
Sara Graf, OEMC  
James Geist, Great Western Ethanol  
Gerry Harrow, Business Financial Manager, Weld County Garage  
Stacey Simms, Air Quality Manager, American Lung Association  
Troy Hill, Vice President, G.M., Hill Petroleum  
Patrick Hammel - CDPHE  
Jim Miller - Colorado Dept. of Agriculture

The Steering Committee chairperson, Gerry Harrow, was announced. Due to weather conditions, a number of committee members were unable to attend.

Rob Pearson, OEMC, gave an update on the E85 placards that will be displayed in all the State Fleet FFV's. An example of the placard was passed around the group. 500 were decided to be ordered. Also to accompany the placards will be a 3 ring binder further explaining the locations of the E85 vehicles. These will be located in the glove boxes of each of the FFV's and are being worked on by Stacey Simms, American Lung Association.

Ed Lewis and Rob Pearson discussed the contacts they made with government fleet owners. Aurora, Lakewood, and the US Postal Service were all contacted. Aurora's Fleet has the same number of vehicles as the state (400 approx.) with 3 different fueling stations. Due to a price lock, they are getting straight gas for a cheap price. Also, their fleet is spread out where it wouldn't be cost effective to send these vehicles to one centralized location. Lakewood showed interest, but they do not have a large number of FFV's. The Postal Service had at one time centralized close to 3000 FFV's, but because of lack of ethanol (E85) infrastructure those vehicles are now distributed throughout a 2 state region.

Ed Lewis discussed the number of FFV's by zip codes. There are approximately 293,000 FFV's in the state. Forty percent of these vehicles are clustered within 35 zip codes. A more detailed map will be provided to illustrate these clusters at the next meeting.

Gerry Harrow, Weld County Garage, introduced himself as new acting chairperson for the steering committee and opened discussion to the mission and goals of the committee along with the most effective communication methods within the committee. Discussion of

subcommittees will be attended to at the next meeting on March 23 at OEMC.

The E85 Coalition Mission Statement was identified as follows: "To increase knowledge, resources, gallons consumed and retail availability of E85 in Colorado.

Goals identified include:

- ~Increase E85 pumps in Colorado (double the number in next 12-18 months)
- ~Promote use of E85 (double the gallons consumed in next 12-18 months)
- ~Educate consumers about E85 (including a higher level of understanding of E85 and an understanding of available incentives (retail and fleet)

Measurements of Success identified:

- ~Measure number of gallons of E85 used (get baseline and track through Department of Revenue increased number of E85 pumps - 10 currently available to consumers and 11 total in state)
- ~More fleets using E85 pumps placed in strategic locations

Action Items identified:

- ~Develop sample logos for coalition, to be used on letterhead/communication media (Megan Caste, OEMC)
- ~Provide copies of Arapahoe County fuel contract to Ed, Rob for their discussion with those municipalities (Troy Hill, Hill's Petroleum)
- ~Generate map showing density of FFV's by zip code (Sara Graf, OEMC)
- ~Talk with CWPMA (Roy Turner) on possibility of email blasts to their members for education, etc. (Troy Hill, Hill's Petroleum)
- ~Call Nature Conservancy to see if they would be interested in filling environmentalist position on committee (Patrick Hammel, CDPHE)
- ~Obtain baseline E85 usage - #of gallons in 2005 (Rob Pearson, OEMC; Stacey Simms, American Lung Assoc.)
- ~Provide maps or placement in glove boxes of fleet vehicles (Stacey Simms, American Lung Assoc.)
- ~Approach tank vendor about interest in providing a "preferred provider" package approach (Troy Hill, Hill's Petroleum)
- ~Provide a link to Clean Cities site through OEMC site (Megan Castle, OEMC)

Rick, representing VeraSun was unable to attend this meeting. Both Rick and Steve Pederson who represents Monsanto, will be scheduled to talk to the coalition at a later date. No outside representative will be speaking at the March meeting.

Next meeting will be held March 23, 2006 from 10a.m. to 11:30 a.m. at OEMC. OEMC is located at 225 E. 16th Avenue, Ste. 650 in Denver.